

This listing of claims will replace all prior versions,
and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 comprising:

- 3 a) encoding one or more ad properties of an ad and
4 including ~~them~~ the one or more encoded ad properties in a
5 click URL, wherein the one or more encoded ad properties
6 include at least one of (1) information indicating how the
7 ad was served, (2) information indicating advertiser
8 charges, and (3) information indicating how the ad was
9 selected as a candidate for serving;
10 b) serving the ad together with the click URL;
11 c) in response to a user selection of the ad,
12 i) decoding the one or more encoded ad properties at
13 an intermediate URL server, and
14 ii) forwarding a content rendering facility of the
15 user to an ad landing page.

1 Claim 2 (currently amended): The computer-implemented method of
2 claim 1 wherein the one or more ad properties include ad serving
3 parameters.

1 Claim 3 (currently amended): The computer-implemented method of
2 claim 1 wherein the one or more encoded ad properties include
3 information indicating how the ad was served, and wherein the
4 ~~one or more ad properties include~~ information indicating how the
5 ad was served includes one or more of: ~~an identity of the ad;~~
6 ~~an identity of the advertiser;~~ a time the ad was served; a time
7 the ad was rendered; a rendering attribute of the ad; a position
8 of the ad within a Web page; ~~a price that the advertiser will be~~
9 ~~charged for the impression; a price that the advertiser will be~~

10 ~~charged for a click; a price that the advertiser will be charged~~
11 ~~for a conversion; an identity of the server that chose the ad;~~
12 ~~search conditions that generated the page with which the ad was~~
13 ~~rendered; a next intermediate URL; a final destination URL; an~~
14 ~~identity of the ad creative; a topic of the content with which~~
15 ~~the ad was served; a concept of content with which the ad was~~
16 ~~served; an identity of the content with which the ad was served;~~
17 information about other ads that were rendered along with the
18 ad; and a geolocation to which the ad was served; ~~and user~~
19 ~~profile information of the user to which the ad was served.~~

1 Claim 4 (currently amended): The computer-implemented method of
2 claim 1 wherein the act of encoding one or more ad properties
3 represents the encoded one or more ad properties with characters
4 from a set of K characters, where K is no more than 72.

1 Claim 5 (currently amended): The computer-implemented method of
2 claim 4 wherein K is 64.

1 Claim 6 (currently amended): The computer-implemented method of
2 claim 4 wherein K is 32.

1 Claim 7 (currently amended): The computer-implemented method of
2 claim 4 wherein K is 16.

1 Claim 8 (currently amended): The computer-implemented method of
2 claim 1 wherein the encoded one or more ad properties are
3 represented with a set of K characters, and wherein the set of K
4 characters excludes one or more characters selected from a set
5 of characters consisting of "control" "space" "<" ">" and "%".

1 Claim 9 (currently amended): The computer-implemented method of
2 claim 1 wherein the encoded one or more ad properties are
3 represented with a set of K characters, and wherein the set of K
4 characters excludes one or more characters selected from a set
5 of characters consisting of "{" "}" "|" "\" "^" "[" and "]"

1 Claim 10 (currently amended): A computer-implemented method
2 comprising:
3 a) representing each of one or more ad properties of an ad
4 with a binary value;
5 b) concatenating each of the one or more binary values to
6 define a sequence of bits;
7 c) encoding the sequence of bits into a sequence of
8 characters, wherein each of the characters is selected from
9 a set of K legal characters; and
10 d) providing the sequence of characters in a click URL of
11 the ad.

1 Claim 11 (currently amended): The computer-implemented method
2 of claim 10 wherein the one or more ad properties include ad
3 serving parameters.

1 Claim 12 (currently amended): The computer-implemented method
2 of claim 10 wherein the one or more ad properties include one or
3 more of: an identity of the ad; an identity of the advertiser; a
4 time the ad was served; a time the ad was rendered; a rendering
5 attribute of the ad; a position of the ad within a Web page; a
6 price that the advertiser will be charged for the impression; a
7 price that the advertiser will be charged for a click; a price
8 that the advertiser will be charged for a conversion; an
9 identity of the server that chose the ad; search conditions that
10 generated the page with which the ad was rendered; a next

11 intermediate URL; a final destination URL; an identity of the ad
12 creative, a topic of the content with which the ad was served; a
13 concept associated with the content with which the ad was
14 served; an identity of the content with which the ad was served;
15 information about other ads that were rendered along with the
16 ad; a geolocation to which the ad was served; and user profile
17 information of the user to which the ad was served.

1 Claim 13 (currently amended): The computer-implemented method
2 of claim 10 wherein K is no more than 72.

1 Claim 14 (currently amended): The computer-implemented method
2 of claim 13 wherein K is 64.

1 Claim 15 (currently amended): The computer-implemented method
2 of claim 13 wherein K is 32.

1 Claim 16 (currently amended): The computer-implemented method
2 of claim 13 wherein K is 16.

1 Claim 17 (currently amended): The computer-implemented method
2 of claim 10 wherein the set of K characters excludes one or more
3 characters selected from a set of characters consisting of
4 "control" "space" "<" ">" and "%".

1 Claim 18 (currently amended): The computer-implemented method
2 of claim 10 wherein the set of K characters excludes one or more
3 characters selected from a set of characters consisting of "{"
4 "}" "|" "\" "^" "[" and "]"

1 Claim 19 (currently amended): The computer-implemented method
2 of claim 10 wherein the act of encoding includes

- 3 i) dividing a number defined by the sequence of bits
4 by K to obtain a result and a remainder,
5 ii) selecting one of the K legal characters using the
6 remainder,
7 iii) setting the number to the result, and
8 iv) repeating acts (i)-(iii) until the result is less
9 than K.

1 Claim 20 (currently amended): Apparatus comprising:

- 2 a) means for encoding one or more ad properties of an ad
3 and including ~~them~~ the one or more encoded ad properties in
4 a click URL, wherein the one or more encoded ad properties
5 include at least one of (1) information indicating how the
6 ad was served, (2) information indicating advertiser
7 charges, and (3) information indicating how the ad was
8 selected as a candidate for serving;
9 b) means for serving the ad together with the click URL;
10 c) means, in response to a user selection of the ad, for
11 i) decoding the one or more encoded ad properties at
12 an intermediate URL server, and
13 ii) forwarding a content rendering facility of the
14 user to an ad landing page.

1 Claim 21 (original): The apparatus of claim 20 wherein the one
2 or more ad properties include ad serving parameters.

1 Claim 22 (currently amended): The apparatus of claim 20 wherein
2 the one or more encoded ad properties include information
3 indicating how the ad was served, and wherein ~~the one or more ad~~
4 ~~properties include~~ information indicating how the ad was served
5 includes one or more of: ~~an identity of the ad; an identity of~~
6 ~~the advertiser;~~ a time the ad was served; a time the ad was

7 rendered; a rendering attribute of the ad; a position of the ad
8 within a Web page; ~~a price that the advertiser will be charged~~
9 ~~for the impression; a price that the advertiser will be charged~~
10 ~~for a click; a price that the advertiser will be charged for a~~
11 ~~conversion; an identity of the server that chose the ad; search~~
12 ~~conditions that generated the page with which the ad was~~
13 ~~rendered; a next intermediate URL; a final destination URL; an~~
14 ~~identity of the ad creative; a topic of the content with which~~
15 ~~the ad was served; a concept of content with which the ad was~~
16 ~~served; an identity of the content with which the ad was served;~~
17 information about other ads that were rendered along with the
18 ad; and a geolocation to which the ad was served; ~~and user~~
19 ~~profile information of the user to which the ad was served.~~

1 Claim 23 (original): The apparatus of claim 20 wherein the
2 means for encoding one or more ad properties represent the
3 encoded one or more ad properties with characters from a set of
4 K characters, where K is no more than 72.

1 Claim 24 (original): The apparatus of claim 23 wherein K is 64.

1 Claim 25 (original): The apparatus of claim 23 wherein K is 32.

1 Claim 26 (original): The apparatus of claim 23 wherein K is 16.

1 Claim 27 (currently amended): The apparatus of claim 20 wherein
2 the encoded one or more ad properties are represented with a set
3 of K characters, and wherein the set of K characters excludes
4 one or more characters selected from a set of characters
5 consisting of "control" "space" "<" ">" and "%".

1 Claim 28 (currently amended): The apparatus of claim 20 wherein
2 the encoded one or more ad properties are represented with a set
3 of K characters, and wherein the set of K characters excludes
4 one or more characters selected from a set of characters
5 consisting of "{" "}" "|" "\" "^" "[" and "]"

1 Claim 29 (original): Apparatus comprising:
2 a) means for representing each of one or more ad
3 properties of an ad with a binary value;
4 b) means for concatenating each of the one or more binary
5 values to define a sequence of bits;
6 c) means for encoding the sequence of bits into a sequence
7 of characters, wherein each of the characters is selected
8 from a set of K legal characters; and
9 d) means for providing the sequence of characters in a
10 click URL of the ad.

1 Claim 30 (original): The apparatus of claim 29 wherein the one
2 or more ad properties include ad serving parameters.

1 Claim 31 (original): The apparatus of claim 29 wherein the one
2 or more ad properties include one or more of: an identity of the
3 ad; an identity of the advertiser; a time the ad was served; a
4 time the ad was rendered; a rendering attribute of the ad; a
5 position of the ad within a Web page; a price that the
6 advertiser will be charged for the impression; a price that the
7 advertiser will be charged for a click; a price that the
8 advertiser will be charged for a conversion; an identity of the
9 server that chose the ad; search conditions that generated the
10 page with which the ad was rendered; a next intermediate URL; a
11 final destination URL; an identity of the ad creative, a topic
12 of the content with which the ad was served; a concept

13 associated with the content with which the ad was served; an
14 identity of the content with which the ad was served;
15 information about other ads that were rendered along with the
16 ad; a geolocation to which the ad was served; and user profile
17 information of the user to which the ad was served.

1 Claim 32 (original): The apparatus of claim 29 wherein K is no
2 more than 72.

1 Claim 33 (original): The apparatus of claim 32 wherein K is 64.

1 Claim 34 (original): The apparatus of claim 32 wherein K is 32.

1 Claim 35 (original): The apparatus of claim 32 wherein K is 16.

1 Claim 36 (currently amended): The apparatus of claim 29 wherein
2 the set of K characters excludes one or more characters selected
3 from a set of characters consisting of "control" "space" "<" ">"
4 and "%".

1 Claim 37 (currently amended): The apparatus of claim 29 wherein
2 the set of K characters excludes one or more characters selected
3 from a set of characters consisting of "{" "}" "|" "\" "^" "["
4 and "]"

1 Claim 38 (original): The apparatus of claim 29 wherein the
2 means for encoding includes
3 i) means for dividing a number defined by the
4 sequence of bits by K to obtain a result and a
5 remainder,
6 ii) means for selecting one of the K legal characters
7 using the remainder,

8 iii) means for setting the number to the result, and
9 iv) means for repeating acts (i)-(iii) until the
10 result is less than K.

1 Claim 39 (new): The computer-implemented method of claim 1
2 wherein the one or more encoded ad properties include
3 information indicating advertiser charges, and wherein the
4 information indicating advertiser charges includes one or more
5 of: a price that the advertiser will be charged for the
6 impression; a price that the advertiser will be charged for a
7 click; and a price that the advertiser will be charged for a
8 conversion.

1 Claim 40 (new): The computer-implemented method of claim 1
2 wherein the one or more encoded ad properties include
3 information indicating how the ad was selected as a candidate
4 for serving, and wherein the information indicating how the ad
5 was selected as a candidate for serving includes one or more of:
6 search conditions that generated the page with which the ad was
7 rendered; a topic of the content with which the ad was served; a
8 concept of content with which the ad was served; and an identity
9 of the content with which the ad was served.

1 Claim 41 (new): The apparatus of claim 20 wherein the one or
2 more encoded ad properties include information indicating
3 advertiser charges, and wherein the information indicating
4 advertiser charges includes one or more of: a price that the
5 advertiser will be charged for the impression; a price that the
6 advertiser will be charged for a click; and a price that the
7 advertiser will be charged for a conversion.

1 Claim 42 (new): The apparatus of claim 20 wherein the one or
2 more encoded ad properties include information indicating how
3 the ad was selected as a candidate for serving, and wherein the
4 information indicating how the ad was selected as a candidate
5 for serving includes one or more of: search conditions that
6 generated the page with which the ad was rendered; a topic of
7 the content with which the ad was served; a concept of content
8 with which the ad was served; and an identity of the content
9 with which the ad was served.